

Paid vs. Unpaid Circulation

For several months the morning paper has been printing a confusing circulation statement, seemingly endeavoring to baffle the advertisers by printing figures without explanations. They say that their circulation is so many copies but fail to indicate how many actual paid subscribers they have. It has been The Standard's custom and its pleasure to show its advertisers in detail just what they are buying. For some reason the morning paper refrains from explaining its circulation in detail to local advertisers which it has to do for the national space buyers.

Mr. Examiner, the men buying space in your paper do not wish to know how many papers your press runs, how many you throw on lawns of non-subscribers, nor how many you leave in the press room to burn. They want to know how many people buy and read your paper and where those people are located. Why don't you give them these figures in detail and render them a fair opportunity of seeing what they are paying for?

The Standard guarantees its advertisers that more than 80 per cent of the families in Ogden are its paid subscribers, and that its paid circulation in Ogden City is double that of any other paper, and greater than all other papers combined.

We print our paid circulation figures—city and county and total distribution. Here they are:

CIRCULATION REPORT.

	City Paid	Total Paid	Total Distribution
January 1.....	4396	5923	6078
January 2.....	4477	6024	6181
January 3.....	4438	5987	6147
January 4.....	4471	6026	6186
January 5.....	4540	6150	6313
Sunday			
January 7.....	4454	6034	6202
January 8.....	4427	6022	6192
January 9.....	4431	6026	6188
January 10.....	4506	6102	6275
January 11.....	4471	6079	6239
January 12.....	4545	6192	6353
Sunday			
January 14.....	4443	6044	6214
January 15.....	4448	6048	6214
January 16.....	4463	6073	6236
January 17.....	4452	6075	6244
January 18.....	4413	6035	6202
January 19.....	4701	6365	6530
Sunday			
January 21.....	4493	6137	6503
January 22.....	4459	6109	6477
January 23.....	4434	6085	6454
January 24.....	4464	6115	6481
January 25.....	4474	6125	6494
January 26.....	4629	6153	6692
Sunday			
January 28.....	4458	6126	6292
January 29.....	4460	6127	6290
January 30.....	4456	6129	6311
January 31.....	4519	6193	6359
Average.....	4478	6099	6309

DR. W. E. WHALEN IS MADE A CAPTAIN

Dr. Walter E. Whalen, medical officer of the reserve corps, has been promoted to the rank of captain according to word received by his parents, Mr. and Mrs. Thomas A. Whalen, 2532 Jefferson avenue. Captain Whalen was formerly city physician. He left here after joining the reserve for Fort Riley, Kansas, and later was sent to a cantonment in Arkansas, where he received the promotion.

"BIG BILL" HART in "The Roughneck." First run in Ogden. At the Cozy tomorrow and Thursday.

Theatres

AT THE COZY.

"Gift o' Gab" is the feature reel at the Cozy theater tonight. You will have missed one of the classic comedies now being screened if you miss this show.

No doubt you have met many of those clever young college chaps who were so glib of tongue that they could talk themselves into trouble, out of it, back into the frying pan again, and out again.

The troubles and triumphs of such a fellow, with all the laughable incidents thereto, is the theme of "Gift o' Gab," a new Essanay comedy-drama presenting Jack Gardner, former musical comedy star, in the stellar role.

Mr. Gardner uses the wonderful opportunity for the presentation of his art as a comedian to the fullest advantage and is given the most capable support with the result that the picture is full of snappy action and humor from start to finish. The picture also carries a strong love interest that is held in suspense until the climax. Mr. Gardner has the part of Tom Bain, a young college man with ambitions to be a successful inventor. He builds a tunneling machine and sells the rights to a big manufacturing firm just as the sheriff is about to close in on him, but the firm soon learns that

the value of the machine is invested primarily in Tom's selling ability. But Tom's gift of gab is appreciated and instead of being sued he is given a place on the firm's payroll as a salesman, and he makes good with a vengeance. Then the action and the romance start with a bang.

Manager Steek also announces the sixth episode of "Vengeance and the Woman." The sixth episode of this great serial will run as a supplement to the "Gift o' Gab."

EXERCISES AT THE INDUSTRIAL SCHOOL

Appropriate exercises will be held this evening at Nelson hall, the boys' hall at the state industrial school, in commemoration of President Abraham Lincoln. The exercises will commence at 7 o'clock and will be as follows:

Reading, Francis Marsh.
Song by two pupils of the North Ogden school, accompanied by their teacher, Miss Wohlhaupter.
Address, "Abraham Lincoln," Judge John Murphy.

Reading, Jeness Smith.

WORST WINTER IN YEARS.
Snow, wind and extreme cold caused more colds this winter than in past years. Foley's Honey and Tar proved its worth in thousands of homes. Men, women and children checked colds and coughs and prevented serious consequences from exposure. It clears the passages, heals raw inflamed membranes, banishes irritation and tickling throat. Mrs. Edward Strevey, R. 37, Clinton, O., says: "I think Foley's Honey and Tar the only medicine for coughs and colds and I recommend it highly." A. R. McIntyre Drug Co., Advertisement.

Some people spend a lot of time regretting things that never happen.

HAROLD MCCLATCHIEY, OGDEN BOY WHOSE LETTER APPEARED IN THE STANDARD, IS KILLED IN FRANCE

Harold McClatchiey, one of Uncle Sam's soldiers, was killed in action January 8, in France. The young man was a member of Company A, 16th Infantry, U. S. A.

Unusual paths attached to the death of McClatchiey. Only last week, the Standard received a letter from him, stating that he formerly lived in Ogden, that he was to an extent alone in the world, and that while other soldiers were receiving letters from home, he, as yet, had been overlooked.

The letter was received and published last week and scores of local people had written and others were

preparing to write. Packages, newspapers and magazines now are en route to the young man, who "was all alone" and who sacrificed his life for freedom. Unhappily, he will never know that Ogden residents had made a prompt response to his loneliness.

Young McClatchiey arrived in Utah with his parents from England in 1903. They lived in this city for a time, the father being employed at the Southern Pacific shops. McClatchiey attended the local school for several years. The father later became interested in theatrical business and the family moved away. They originally settled in Harrisville.

AMERICANS ARE BACK FROM SPAIN

AN ATLANTIC PORT, Feb. 12.—Captain William Johnson and five other officers and the twenty blue jackets who made up the gun crew of the American steamship Actaeon, torpedoed off the coast of Spain last Thanksgiving night, arrived here yesterday. Thirty-five members of the crew were left in Spain, but will be returned to the United States as soon as a ship is available.

Captain Johnson, whose home is in California, said that his ship was torpedoed without warning at 7 o'clock. Within two minutes water reached the engine room and the lights went out. He immediately ordered the men into the four boats and they put off, separating for fear of being shelled by the submarine, which, up to this time, no one had seen. Captain Johnson's boat reached Camarin, Spain, two days later and within three days two other boats had landed. The boat commanded by Engineer John Murphy was twelve days at sea before it was picked up by a Spanish ship. The men suffered severely from hunger and cold and four of them died.

Arthur B. Bordley of Baltimore, the third officer commanded a boat in which were ten men. They pulled away from the sinking ship and in a few minutes came up alongside the submarine which turned a searchlight full upon them. Bordley was ordered, in perfect English, to take six of his men on board the underwater boat. He was taken below and closely questioned concerning the land and naval forces of the United States, while a half dozen seamen from the submarine made repeated trips to the sinking Actaeon and carried away all nautical instruments and such stores as they wanted.

The submarine captain, Bordley declared, served him with wine and cigarettes while questioning him, and when he refused all information threatened to keep him a prisoner on the submarine. When Bordley persisted in his refusal the captain dismissed him and his boat was pushed off.

The Actaeon was formerly the German ship Adamant, and was interned in the harbor of Colon at the beginning of the war.

BIG OFFENSIVE SOON TO BEGIN

NEW YORK, Feb. 11.—Prophecy that Hindenburg would undertake great general offensive in the west this spring in an endeavor to crush the British, French and American armies and end the war, was made in a lecture by Major von Olberg of the German colonial society at Berlin last month. According to an account of his address, printed in German papers which have reached here, Major von Olberg said that as 1917 had been the "year of decision," 1918 would be the "year of revenge." Germans were to turn their eyes and hearts to the west front from Flanders to Venetia, ignoring the peace negotiations in the east, the outcome of which was "militarily without importance."

"Today," said Major von Olberg, "our back is free and we have the reserves which we lacked in 1914, when we had to defend east Prussia against the Russians. The great offensive can now start, and then God help Albion!"

Von Olberg, who was speaking officially as head of one of the departments of the war press office, did not say explicitly, however, that the principal blow would be delivered against the British forces, declaring the Hindenburg could be trusted to select the proper place for the offensive.

FIGHTING ON THE AISNE FRONT

BERLIN, Feb. 11.—British Admiralty press wireless press—Increased activity in Lorraine and the Vosges is reported by the war office. (The American sector is in Lorraine.) In Flanders there were violent local engagements.

The communication follows: "Western front—Army group of Prince Rupprecht: Reconnoitering advances by the British at many points in Flanders and Artois led to violent engagements, especially near Warneton and east of Arras. We took prisoners."

"Army group of Duke Albrecht: In Lorraine and in the central Vosges the fighting was revived in the afternoon. We brought in prisoners as a result of raids, south of Emmeren, near Senones and on the Bachendoff."

"Italian front—There was lively fighting on the Sella Communi plateau. Elsewhere there was no change."

Wine is the prophet who does not allow his predictions to go on record.

BROTHER PLEADS FOR BOLA PASHA

PARIS, Feb. 12.—When the trial of Bola Pasha for treason was resumed yesterday his brother, Monsignor Bolo, prominent as a pulpit orator took the stand in his behalf. He declared at the outset that he was a patriot first of all, and was defending his brother because of the conviction that he was insane.

Monsignor Bolo's testimony was more in the nature of a pleading than a deposition. The spectators in the courtroom, who have been hostile to the prisoner throughout the trial, appeared to be impressed by the eloquent plea of his brother, who drove home point after point, emphasizing them by striking the rail of the witness stand with his fist.

Monsignor Bolo made the most of the presumption that Hugo Schmidt and Adolph Pavenstadt, from whom evidence was obtained in America against Bola Pasha, are German spies. Pavenstadt was formerly the head of the Amsinck bank in New York and Schmidt was formerly the agent in New York of the Deutsche bank. Both men are now interned in a detention camp in Georgia.

The early errors of Bola Pasha were attributed by his brother to the former business partner, M. Panon and the latter's wife.

Colonel Voyer, president of the court, called Monsignor Bolo to order for challenging the authenticity of the Count von Bernstorff telegrams since, he pointed out, they had been vouched for by the United States government.

KILLED IN ACTION UNDER PERSHING

WASHINGTON, Feb. 12.—General Pershing today reported four American soldiers killed, one severely wounded and five slightly wounded and three missing in the actions on February 7, 8 and 9.

The men killed were: Corporal George H. Allie, Detroit, Mich., February 8.

Private Harold M. McClatchiey, Bolton, England, February 8.

Private Nicholas Castas, Athens, Greece, February 9.

Private Irving W. Adams, Roslind, Mass., February 9.

The following privates were reported missing: Frederick W. Galley, Brooklyn, N. Y. Christian A. Sorenson, Verona, Mont.

INTEREST TAKEN IN PANAMA OIL FIELDS

Indications of the nation-wide interest which is being taken by governments in the investigation and possible control of oil fields is found in issues of Panama newspapers received yesterday. Many of the prospective oil fields of the republic are being investigated by representatives of large corporations of the United States and of English syndicates.

Among the oil bearing tracts in Panama now being investigated is a large acreage of ground belonging to the Panama-American Sugar company in which a number of Salt Lake and Utah people are interested and which is largely owned by W. S. McCormick, L. B. McCormick and Ernest R. Woolley.

"BIG BILL" HART in "The Roughneck." First run in Ogden. At the Cozy tomorrow and Thursday.

SWISS SEND OUT LITHUANIAN PAPER

BERNE, Feb. 12.—The supreme national council of Lithuania in Switzerland, which is safeguarding the foreign interests of Lithuania, has sent to all belligerent and neutral nations having diplomatic representatives in Switzerland the text of a resolution adopted by the Vilna state council proclaiming the restoration of the independent status of Lithuania with Vilna as the capital. The council declares that despite all oppressions of the past, Lithuania has preserved its nationality and strength and now proposes to re-organize the independence of Lithuania.

All the diplomatic representatives received a delegation from the council. The German minister promised to forward the communication to Berlin.

PROMISSORY.

Landlord—When are you going to pay up?
Hard-up Author—As soon as I receive the money which the publisher will pay me if he accepts the novel I am going to send him as soon as the work is finished, which I'm about to commence when I have found a suitable subject and the necessary inspiration.—Exchange.

First News of Spring Fashions

THE most favored of the new-season styles which have so far been endorsed by Dame Fashion have already gathered here to interest women who are anxious for a glimpse of advance Spring Apparel.

The Dresses

THE flowers that bloom in the Spring are not more charming than the new Wolfer's Dresses. They are all aglow with Spring-like freshness. If you are yearning for something new—if you are "bored" with the old styles—you will find these dresses refreshingly different.



"Miss 1918"

cordially invites you to inspect the showing of new spring suits and dresses at

OUR WINDOWS
TELL
THE STYLES

Wolfer's
CLOTH & SUIT CO.
2378 WASHINGTON AVE.

OUR WINDOWS
TELL
THE STYLES.

KAISER MAN OF MANY SORROWS

Realizes Tribulation of His People—Enemies Must Recognize Germany Victorious.

AMSTERDAM, Feb. 11.—Germany desires peace but before it can be attained her enemies must recognize that Germany has been victorious. Emperor William said in reply to an address presented by the burgomaster of Hamburg on the conclusion of peace with the Ukraine. The emperor's reply as given in a Berlin dispatch follows: "We have gone through hard times. Everyone has had a burden to bear—anguish, mourning, grief, tribulation, and not the least he who stands before you. In him were combined the care and grief for the entire people in its sorrows."

ELSIE FERGUSON AT ALHAMBRA SUNDAY

Captain Harry English is madly in love with his beautiful wife, Rosamond, but has never been able to arouse in her the deep affection he craved. In a sensational battle he proves a hero, but is slain by the natives, and his body is not recovered. Rosamond marries Sir Arthur Gardiner, lieutenant governor of the province, a conceited and stupid man of 60, enormously wealthy who treats her as one of his many possessions. This awakens within her a realization of her love for her husband, which continuously grows stronger.

Major Raymond Bethune calls upon her with the information that he intends to commemorate the gallant services of Captain English by a memoir of his life, and asks for English's private papers for this purpose. As Rosamond looks at the treasures that remind her of the past happiness she is completely overcome and faints. An illness follows and the doctor orders her return to England.

Sir Arthur plans to join her later, with Dr. Chateaufort, a retired French physician, who is to assist in writing the memoir. Self-uidin Chateaufort's native secretary, goes on ahead, and excites the distrust of Jani, Rosamond's Hindoo servant, by the marked interest displayed in her mistress.

Sir Arthur and his party arrive, and the work of writing the memoir progresses. Captain English's diary, kept to the time of his death, contains wild words of love for his beautiful wife. Rosamond feels a growing repugnance to her present husband. Things come to a crisis when at an elaborate banquet Rosamond is reminded of the hunger and thirst Captain English endured during the siege of his force which resulted in his death, and she leaves the table. Words with her husband lead to a hysterical outbreak, in which she tells him she is still English's wife in thought. Sir Arthur fears she has lost her reason and sends for a noted physician. Bethune has fallen in love with Rosamond and is in his room grieving over her illness when Self-uidin comes in, removes his native disguise and reveals himself as Captain English. He had been taken prisoner by the natives, and on his escape had decided to let everyone believe him dead. Now that he was convinced of her affection he determined to reclaim her.

He enters Rosamond's room and at sight of him she swoons. Captain English breaks the window with a

chair to admit fresh air, and Sir Arthur rushes in. Sir Arthur accuses Captain English of being an impostor but English orders him from the house. Rosamond revives, and it is found that her suffering and the shock of seeing her supposedly dead husband have turned her hair white.—Advertisement.

Jack Gardner in "Gift o' Gab" and William Duncan in "Vengeance and the Woman" at the Cozy today, last time. Coming, tomorrow, "Big Bill" Hart.

LOCAL DENTISTS TO CARE FOR ARMY BOYS

All registrants who have passed the physical examination preliminary to entrance into the national army and who need dental work, will be cared for by Ogden dentists, members of the Ogden City Dental society, according to a statement yesterday of Lieut. W. J. Baker, D. D. S., who has been appointed to take charge of the work here. Dr. G. W. Dalrymple, state director, has assigned to Lieutenant Baker this part of the work.

Registrants who are not financially able to pay for their work will be cared for free of charge, the government having made provision for the material and pay of the dentists. All dentists of the city are on the board which will do this work. When a registrant is passed by the medical board, he will be ordered to appear at a certain time before the dental examining board. Dr. Baker will assign him to one of the dentists for attention. If he has money to pay for his work he may choose his own dentist but if he wishes to take advantage of the government's offer we will be assigned to one. The examinations will be started next Monday.

This dental work is being done to relieve the rush which results at the training camps where it has been found the regular dentists cannot take care of the large number of soldiers. The government, through this new system, proposes to have all of the men properly attended to before they enter the army.

NEW BRANCH HOUSE OF PACKING COMPANY

A new branch house of the Ogden Packing & Provision company has been opened at Pueblo, Colo. This makes the eleventh branch house which this big Ogden company has established and which are used as distributing centers for a large district. The new branch will supply Pueblo, Trinidad and Colorado Springs, Colo., with meats and other products of the packing plant.

The other houses are located at Salt Lake, Los Angeles, Butte, San Francisco, San Diego, Reno, Cheyenne, Pocatello, Price and Spokane. In addition to these in the west, agencies are maintained at Chicago, Atlanta, New York, Liverpool and London.

WHERE THE MONEY IS.

"Bliggins says he wants to go into the country and be a farmer."
"Because of his love of nature?"
"That's what he says. But I think it's just plain service."—Washington Star.

THE REASON.

There was a young girl from Racine
Who wanted to get on the scene,
But her mother said no,
She never should go,
So that's why she hasn't been seen.

AMERICANS FIGHT ENEMY AIRCRAFT

Germans Busy Taking Photographs and Making Observations Over U. S. Sector.

WITH THE AMERICAN ARMY IN FRANCE, Monday, Feb. 11.—(By the Associated Press)—It was bright and clear today and a considerable number of aircraft was over the American sector. The enemy machines were busy taking photographs and making observations, and a number of air fights resulted. One group of airplanes flew so low that they became targets for anti-aircraft machine guns and were driven off.

The artillery continued active on both sides. The enemy dropped shells into a number of villages behind the American lines and the American artillerymen replied. Only one man was reported wounded during the past twenty-four hours. He was injured by a bursting shell in a village behind the lines.

Several American patrols reached the enemy wire entanglements last night without encountering any Germans.

NOTICE

I will not be responsible for any debts incurred by anyone other than myself from this date.

(Signed) H. LE ROI JACKSON

WOMEN WARNED AWAY FROM HERE

Members of Salt Lake City's sold women contingent, expelled from the metropolis as a result of the Salt Lake Tribune's anti-vice campaign, will find short shrift in Ogden.

It has been announced by Commissioner M. L. Jones, of the public safety department, W. H. Heaver, city attorney, and Police Chief T. E. Brown that those leaving Salt Lake City must not alight in Ogden. Chief Brown has given instructions to all patrolmen and other officers to keep in constant watch for their appearance in this city.

Commissioner Jones has made the statement that rooming houses giving lodgment to this class of women will be liable to prosecution and have their license revoked. To date, no arrests have been made. The orders are issued merely as a measure of protection.

A BUGVINE JEST.
Snail—"I've been tracking up my ancestry." Bug—"Originated in Philadelphia, I suppose."

To iron over books and eyes and buttons, lay a Turkish towel, lay double, on the table, and lay the buttons, hooks and eyes face down, lying on the wrong side.

Eckman's Calceberb
FOR WEAK LUNGS

or throat trouble that threatens to become chronic, this Calceberb compound will be found effective. The standard cure for coughs, colds, bronchitis, and asthma. Forming drugs. 25¢ each.

50 cents a box, including war tax

For sale by all druggists
Eckman Laboratories, Philadelphia
—Advertisement—